

Gamification Strategy

For Costco
IS employees to
learn complex IS
processes

Applied
game
design
principles to
design a
game
strategy

WHY GAMIFICATION ?



M2 Research* predicts that the size of the gamification market, currently estimated at around **\$100 mm**, will grow to more than **\$2.8b by 2016**.

* Source: <http://www.m2research.com/Gamification%202012.htm>



Gartner* reports that by 2015, more than **50%** of organizations that manage innovation processes will gamify those process.

* Source: <http://www.gartner.com/newsroom/id/1629214>

Fun, play, transparency, design, and challenge!

HOW IT WORKS ?

- 1 Motivates employees to achieve higher targets
- 2 Promotes acceptance to change
- 3 Provides stimulating experience to learn and grow
- 4 Promotes collaboration

❖ Based on Stanford's research* three elements must converge at the same time for behavior to occur : **motivation, ability and trigger**

❖ We proposed a hybrid game type that is a combination of **strategy (board game) and troubleshooting with adventure game**.

* Source: <http://www.behaviormodel.org>

OUR RECOMMENDATION

Key elements of the Gamification strategy for Costco



Track your progress

5 challenge levels to promote task completion



Collect rewards & points

Dual reward system to motivate them accomplish more



Spread the word

Integrated social network to help collaborate and share achievements



Ease of use

Feedback mechanism to improve the ease of accessing the game